



..... Your quarterly source for printing and mailing information

Volume 2, Issue 2

Color print just got better

You asked. We listened. You said you wanted shorter delivery times for full color short run work at an affordable price. The Washington State Department of Printing (PRT) has made a significant investment in new technology that will provide customers with what they are asking for. Say hello to our newest addition the Kodak NexPress Digital Press.

Today's competitive business environment poses numerous challenges to state agencies. To communicate successfully, our agency customers need specific things from us:

- Quick turnaround
- Last minute document updates
- Revision capability
- Short run color that rivals offset

Our new Kodak NexPress Digital Press is the ideal complement to our traditional offset printing technology.

The NexPress enables us to provide much faster turnaround times, handle last minute revisions, and allows us to offer target messaging ability for "printing to an audience of one".

See what our customers are saying about the NexPress

"As publications manager for the Office of Financial Management and the Governor's Office, I'm particularly excited about PRT's acquisition of the NexPress for a couple of reasons. First, we do a fair number of job reprints, and the NexPress will ensure better color and quality consistency between runs than we've seen before. But even more importantly, because of the nature of our business, many of our jobs are on a very fast turnaround. And, although we'd prefer the quality we get from a press run, we often don't have the lead time available that's necessary for running our jobs that way. The NexPress will give us near press quality, even on our tight schedule, and that makes us all look good."

Teri Savage,

Marketing and Communications
Manager, Roadmap Program
Office of Financial Management



Kelly Barndt prints business cards using the Department of Printing's new Kodak NexPress.

So, what does this mean to you – our customers? *For many of you, the exact color of your business cards might be a little different. Our new equipment will allow us to match pantone color exactly – so you may find that your business cards will now more perfectly match color with your letterhead and envelopes. If you are reordering a job where the exact color is very important – please let us know so we can address this.*

"At DSHS Publications, we're really looking forward to having PRT provide cost-effective, high-quality color printing for projects which have a low-run, and at times, an immediate deadline. An added benefit is the ability to minimize waste and storage because we'll print what we need, when we need it."

Debbie Kirkendall

DSHS Publications Management

See what our employees are saying about this new technology

Value added with the NexPress!!!

"In today's fast moving print environment, we have to move with the times and technology to meet our customers' needs. Flexibility and having more options to offer our clients is important to us. That means economical shorter color runs, faster turnaround, and personalized and customized mailers which is where the NexPress proves itself indispensable. Our focus with this press is high-end sectors that require short runs for very high quality printed products, thus taking a strategic position between our Copy Centers and offset presses."

Jason Bippert - Customer and
Production Support Services Manager

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For more information on the NexPress see page 3

100% Recycled Envelopes for City of Portland

Word is getting out that the Department of Printing (PRT) and Consolidated Mail Services (CMS) are focusing on being the "Solutions Provider" for our current and future customers. This prompted a call from the City of Portland, asking us to research supplying their envelopes. They wanted a clean, white, 100% recycled envelope with printing. These are very special envelopes that cannot be purchased at your local office supply store.

Knowing this paper is not readily available, PRT contacted our state's

local paper mill in Grays Harbor. They were able to supply us with a paper comparable in color to a standard white envelope and not the grocery bag color that the city had received in the past. The 100% recycled paper was competitively priced to 30% recycled. Using our envelope manufacturing equipment purchased in 2005, we made samples of the envelope and sent them to Oregon for testing. City of Portland personnel loved them.

To date, PRT has provided the City of Portland with 1.2 million envelopes. We

look forward to a long partnership with our new customer and will look for more ways to assist them on future projects.

If you have any questions about envelopes or any other printing or mailing needs, feel free to contact the Department of Printing at (360) 570-5555 or Consolidated Mail Services at (360) 664-9507.



Rate Day 2008

Rate day, what is it and what is it all about?

Rate Day is an Office of Financial Management sponsored event where all state Central Service Agencies present their proposed rates for the coming biennium. The event informs agencies using these services of projected expenses. These proposed rates are used by agencies to plan their upcoming budgets.

This year the emphasis was not only on rates, but on the services provided and billing methodologies. Central Service agencies described:

- New services that would be provided and the pricing structure
- How a billing methodology would be changing for an existing service
- Services with new costs
- The value of the services in comparison to market pricing

Anytime an agency hires a new employee, rents a state vehicle, mails a letter, prints a brochure, receives internet protection, uses legal services, or receives financial reporting advice, they are using Central Service Agencies.

The costs of these services are affected by the economy and other outside forces. Cost increases due to economics are easily identified, but what about outside forces, what are they? These other outside forces are not driven by market costs, but costs associated in dealing with situational circumstance. An example of an outside force would be attempts made to disable our internet system. The resources devoted to protect this system have dramatically increased in the past few years, therefore affecting costs of the service agency, which in turn raises rates.

To learn more or review the agencies' presentations, please visit the following web site:

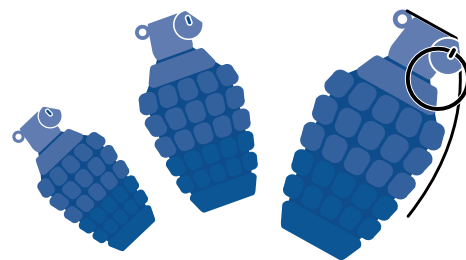
www.ofm.wa.gov/budget/rateday/default.asp

Mock munitions

Is it real? Too often mail handlers have to ask this question about suspicious objects in the mail. State agencies and employees have been affected by the answer. In recent years, entire state buildings have been evacuated and the Washington State Patrol bomb squad has been called in to determine the threat potential of "look alike" explosives. The Postal Service is taking steps to mitigate problems in dealing with fakes.

The USPS is finalizing a proposed ruling to ban all simulated munitions from being shipped through the federal

mail. The proposed amendment to the Domestic Mailing Manual would read: **601.11.5 Replica or Inert Munitions** *Replica or inert munitions that bear a realistic appearance, such as simulated grenades or other simulated explosive devices, are not permitted in the mail.* The USPS maintains the proposed amendment is being considered in the interest of security and safety. In 2006, The USPS recorded 849 incidents of suspicious mail possibly containing explosives. One hundred of these cases resulted in evacuations of facilities,



costing time and money. Currently, all look-a-like munitions are treated as live explosives. The USPS is concerned that repeated exposure to mock explosives will desensitize personnel to potential danger. The feedback period for the proposed amendment has expired and now awaits approval by USPS authorities.

State wall calendar

2008 brought a change in the printing and distribution of the State Year-At-A-Glance Wall Calendar.

General Administration's Central Stores had handled calendars in previous years, but is no longer involved in the process. The Department of Printing agreed to assume the responsibility to ensure that this valuable resource would continue to be available to state employees.

This calendar remains a popular item. A total of 41,000 wall calendars have been printed and distributed in the last seven months.



In designing the calendar for 2009/2010, PRT asked for input from you, the customer. We received many valuable suggestions. Thank you for your input. Your suggestions are being taken into consideration for future calendars. PRT is

planning artistic collaboration with the Washington State Arts Commission, and partnering with Consolidated Mail services to provide fast and efficient delivery. Products for 2009 will include:

- 2-sided, 2009 and 2010 Year-At-A-Glance Wall Calendar with 3 extra months per side
- Cubicle Wall Year-At-A-Glance Calendar
- Month-At-A-Glance Calendar

Watch our website, www.prt.wa.gov for specific ordering details.

Color print just got better continued from page 1 Digital print using the NexPress can help YOU!

1. Short-run, professional color:

Previously, a minimum quantity order had to be a few hundred to a few thousand to pay for the set-up costs. Additionally, it took a week or more to produce certain print projects. With our new Kodak NexPress Digital Press, we welcome short run work. Job set up cost and delivery timeframes are minimized, which is great news for the customer. Our Kodak NexPress Digital Press produces photo-level quality rivaling traditional press output. It also includes an option for high quality gloss finish which allows publication photos to really stand out.

2. Print-on-Demand:

Move away from wastefully producing a surplus of print by, printing documents 'Just-in-Time'. Digital print means, printing WHAT you need, WHEN you need it. Each time we print, we can revise the material so content stays current and does not become obsolete. Printing on demand is a key factor in reducing waste.

3. Printing to an "Audience of One":

Mass messaging is out. Targeted and relevant communication is in. Statistics have shown that print personalized for a specific recipient generates, on average, a 23% response compared to approximately 1% for a generic mass message (Direct Marketing Association). Replacing 'Dear recipient' with the person's name works, but why stop there. Why not fully customize communication material with specific copy and data, relevant imagery and graphics? You supply the information; we'll provide the 'print-for-one' ... and the results!

PRT's ability to print better, helps you look better! Let us show you how Kodak NexPress technology can improve your business. We will be arranging frequent tours from July through September. Contact us at 360-570-5555 to arrange for a personal demonstration and tour.

**We are NOT the State
Printer you used to know!**

Print to Post

Is a quarterly publication of the Washington State Department of Printing and General Administration's Consolidated Mail Services. The newsletter is designed to inform our customers and other interested parties about the latest services, industry news and technological advances from both organizations as well as printing and mailing in general.

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Distribution Notes:

Most of the copies of this newsletter were sorted at the CMS facility and sent through campus mail. Copies for recipients not on the campus mail system were mailed Presort Standard through the USPS at a discounted postage rate.

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Print to Post personnel



Meredith Alden
Fiscal Technician

Meredith had been working at the Department of Printing for over a year through Kelly Services before accepting a permanent position on May 1, 2008.

Originally from Cincinnati Ohio, Meredith moved to Southern California where she earned a Bachelor's degree in Biochemistry from Caltech and worked as an analytical chemist. She loves Washington State, and is very glad she moved here! She lives in Olympia with her husband and six cats.



Judd Harris
Office Assistant 2

Judd is a 2007 graduate of Tumwater High school where he excelled in English. He was a cook at Indian Summer Golf & Country Club before coming to CMS in November of 2007. Recently hired as a permanent employee, Judd splits his time between the Inserting and Campus Mail Sortation sections of CMS.

Judd lives in Littlerock and loves to cook Asian and Italian food, skateboard, snowboard at White Pass, and play the drums.



Dennis Pankow
Truck Driver

Dennis started at CMS in the summer of 2007 after retiring from UPS with 28 years of service. He was appointed to a permanent position at CMS in January of 2008. Dennis drives a Seattle route where customers and co-workers alike look forward to his smiling face and positive attitude.

His hobbies include woodworking and he has built six houses in the last thirty years. Dennis and his wife Lois enjoy spending time with their two children and three grandchildren.



Ricky Littlejohn
Fulfillment Bookbinder 3

Ricky Littlejohn joined PRT on March 24, 2008. He has a diverse background that has given him a great understanding of team work, attention to detail and customer service. He has most recently worked as a grounds keeper for Bramblebush Farms and as a tear off foreman for a roofing company, both at the same time.

Ricky was born and raised in Olympia, Washington. In his free time he likes to spend time with his pit-bull Alize, play pool, paintball and outdoor sports with friends. He also enjoys listening to music, watching TV and playing video games when he's at home.



Momi Friedlander
Contract Program Manager

Momi Friedlander joined PRT on March 10, 2008. Momi comes to PRT after retiring from the Federal Government with 18 years as an Executive Contracting Officer. Momi's experience in the contracting field ranges from buying subsistence in support of the military club systems to procuring \$200 million dollar Information Technology systems for the FBI. Previous to serving our nation, she was a head buyer in a chocolate factory and also performed as a supervisor overseeing 18 managers and 360 employees in the retail industry.

Originally from Hawaii, her family retired to Washington after a career in the Air Force that spanned the globe. Momi and her husband Wally, have three grown children, Sonja, Shawn, Heather and four grandchildren. Weekends can find Momi and Wally at either Bremerton Speedway or Pacific Raceway drag racing.



Michael "Mike" McKinlay
Plant Manager

Michael McKinlay joined the Department of Printing as Plant Manager on April 28, 2008. He comes to PRT with over 30 years of experience in the printing, graphics, and mailing fields.

Mike grew up in the Olympia area. He found enjoyment in graphics and printing while at North Thurston High School. He received a Bachelor of Arts in Graphic Design while attending Central Washington University. He worked for two Thurston County printers before instructing at Clover Park Technical College and serving as Director of Instructional Programs. He has been a Seattle print business owner and served as Manager of the Printing and Graphics Department for the Tacoma School District before coming to PRT.

Mike's wife of 32 years, Vicki, is an elementary school counselor and great cook. They have two children, Alexis, 24 and Ross, 19 and enjoy boating, camping and fishing as a family. Mike likes working on his cars and truck in his spare time.

Mike has found the Department of Printing to be a very lively and rewarding place to work.



Patrick Hawn
Office Assistant Lead

Patrick started at CMS in November of 2002 while a senior in high school. Since then he has worked in almost every section of CMS and is now mastering inserting machines in his new permanent position.

Patrick has a collection of Lincoln Mark 3 automobiles, a 1979, 1989, and a 1990. Patrick also paints, but has yet to officially debut his work publicly. Patrick and his Doberman Pinscher Percy share a house with two roommates and three other canines.



Joey Freer
Bookbinder 3

Joey Freer became the most recent addition to the Department of Printing's

Fulfillment Center on April 1, 2008 as a Bookbinder 3.

Joey grew up in the Northwest and moved to Olympia in 2001. He earned his Bachelor's Degree in fine arts from The Evergreen State College with an emphasis in painting, printmaking, art history, and cultural studies in contemporary art. Joey's work experience includes landscape installation, assistant manager for automotive retail, and a printmaking supervisor at Evergreen.

In his spare time he enjoys landscaping, but most of his time is spent in the studio painting. He's shown some of his work in galleries in Olympia, Tacoma, and Seattle. He also enjoys snowboarding and skateboarding depending on the weather. Joey also has a very energetic cat.



Jeff Kessler
Print Production Scheduler

Jeff began his appointment as Production Scheduler

for the Department of Printing on April 7, 2008. Jeff has been in the printing industry since 1979. He spent the first five years as an offset press operator then turned to the digital side of printing in 1984. He has managed several print shops and built one of Washington State's largest transactional printing centers. He enjoys serving the printing needs of PRT customers and is proud to be a member of PRT.

Jeff lived in California until 1995 when he moved to Washington State to follow his wife's career as an air traffic controller. Jeff is a stepfather of two, and has a three year old granddaughter. Jeff's hobbies include golf, riding motorcycles, and studying astrophysics. Upon retirement, he and his wife hope to open a bed and breakfast near Hood Canal or the coast.



Wha Ja Nagel
Office Assistant 3

Wha Ja is a consummate traveler both at CMS and abroad. Since coming

to CMS in May of 1998, she has worked on the incoming mail graveyard shift, inserting, and presort mail section (twice) where she recently returned in a new position.

Outside CMS, Wha Ja has been to Mexico, France, Portugal, Spain and a trip home to Korea all in one year. She is also a true people person. When she is home, she loves eating, walking, drawing and cooking for her two grandsons and sons, one of whom was recently promoted to the rank of Senior Chief in the US Navy.



New envelopes

New Campus Mail envelopes are now available for purchase from CMS. Simply go to the GA home page at www.ga.wa.gov. Select Facilities & Office Services/Mail Services/Order mail supplies. The cost is \$57.75 for a box of 250. Orders will be sent within 24 hours to the customer's mail stop. More information is available online.



Copy services contract

Did you know the Department of Printing (PRT) has a contract in place that allows your agency offices outside of Thurston County to obtain copy services at low contract prices? PRT has established a contract with five vendors to fulfill your agency's copy service needs. The master contract is with Office Max, Office Depot, Minuteman Press (Yakima County only), Standard Register and Reprographics Northwest. In addition to our contracted vendors, PRT has established agreements with the Educational Service District 112 Print Center to serve customer needs in the Vancouver area. Washington State University Publishing is available for customers in the Pullman area.

These vendors are located throughout the state and may be in your immediate area, with the possibility of next day delivery. They can assist with your agency's print needs and allow you to focus on your core mission.

To utilize a contracted vendor, an agency must submit an A21-A printing requisition to PRT. Political

subdivisions, such as cities, counties, and school districts must establish a new customer account prior to submittal of their printing requisition to PRT.

Benefits of this contract include:

- average savings of 50% on standard retail prices
- quality contractors
- single monthly invoices
- contract support from PRT
- consistent pricing

Please check with your vendor of choice for additional benefits, which may include:

- secure online ordering
- secure online template storage
- binding options
- free shipping and direct billing

For additional information on how our copy services contract may help your organization, please contact your Customer Service Representative at (360) 570-5555 or visit our web site at www.prt.wa.gov.

Fulfillment move

In an effort to streamline workflow and better utilize existing state resources, the Department of Printing (PRT) has recently moved its Fulfillment Center to the north end of the main printing facility in Tumwater at 7580 New Market Street. This move has created efficiencies in workflow, reduced the carbon footprint, and enhanced our ability to maintain a strong partnership with Central Service Agencies.

The Fulfillment Center began in 1999 with one item in its inventory. Over the last nine years it has grown to stock over 7,500 different items for 32 state agencies. Fulfillment now fills 30,000 square feet of warehouse space from which it disperses over 50 million items to all 50 states and 13 foreign countries. This growth of the Fulfillment Center has allowed state agencies to eliminate their own warehouse space, producing a cost savings for those agencies and the state as a whole.

With the relocation to the main plant, PRT can now provide increased convenience to our customers with a truly “one stop shopping experience”.

There will also be increased utilization of ‘Print-on-Demand’ and ‘Just-in-Time printing’ translating to less overall waste.

It takes a great deal of effort and teamwork to move 30,000 square feet of warehouse to a new location. Central Stores (CS) moved 1,126 pallets in 13 working days, loaned equipment to Fulfillment, and removed racking for relocation in the new facility. Consolidated Mail Services helped us move five truckloads of materials and coordinated the change of location, allowing Fulfillment to continue business as usual.

PRT Fulfillment would like to acknowledge and express our appreciation to those people who assisted in the move. We’re open for business in our new location because of your great efforts:

- CS - Toney Venable, Doug Vassar, Gary McGee, Brad Eby, Bobby Maguire, Jeff Schwarz, Richard Vinciguerra, Dan Berg, David Vassar, Mike Wilen, Artie Brombacher, Chuck Hill
- CMS - Alan Elliot and Ron Hacker



- PRT Bindery, Receiving and Shipping staff for their help and patience during the moving process.
- PRT Information Technology personnel, Michael Christopher and Erica Freymond for extensive technical help.
- Special thanks to Rod Diess, Employment Security Department for both his time and the loan of equipment.

Fulfillment thanks you for your patience during this time of transition. For further information about the Department of Printing’s Fulfillment Center, please contact Jennifer Forté at (360) 570-5555.

Sustainability forum

On May 29, 2008 the Department of Printing (PRT) and Consolidated Mail Services (CMS) jointly hosted a sustainability forum in partnership with one of our major paper manufacturers, Mohawk Fine Papers, Inc. Mohawk is considered one of the leaders in the industry for implementing sustainable practices. Carol Ott, Corporate Business Development Manager for Mohawk addressed the following topics:

- **Natural Resources**
 - Energy conservation
 - Renewable vs. conventional energy
 - Carbon neutrality and verified emission reduction credits
 - Forest Stewardship Council (FSC)
 - Recycled papers
- **Reduce/Reuse/Recycle – Beyond Paper**

- **Environmental Partners**
 - Usage of FSC logos
 - Green Seal – explanation
 - Usage of the Mohawk wind power logo
 - Green-e – explanation
- **Sustainable Organizations**

The event was attended by 30 of our customers representing 15 different agencies. The participants received a tour of the PRT facilities and valuable information from both Mohawk and PRT. The information supplied will help the attendees understand available sustainable products and how to use sustainable logos on their print jobs. PRT shared practices they have implemented to create a smaller footprint on the environment. In addition, the packets



contained suggestions for our customers to:

- Personalize their printing, targeting their audience
- Print-on-Demand or Just-in-Time printing
- Utilize Fulfillment
- Utilize the internet, sending digital versions, knowing when the material is read
- Reduce waste through managing and cleaning their mailing database.

If you are interested in receiving an information packet, please contact Jolaine Swanda at the Department of Printing’s office in Tumwater at (360) 570-5555.

Know your shipping

Valuable dollars can be saved in your day to day shipping and correspondence by understanding your options. Many offices incur unnecessary shipping expenses not realizing how much of their mail can be sent via Campus Mail. People simply “didn’t know CMS went there” and in most cases can deliver in less than 24 hours. CMS delivers to offices in 66 cities in Western Washington everyday! If you’re uncertain CMS goes to a particular location, use the CMS online mail stop look up tool at <http://www.ga.wa.gov/Facility/3mail.htm> and choose ‘Lookup a PO box or delivery schedule’, or go to the GA homepage, look under Facility & Office Services /Mail services / Lookup a PO box or delivery schedule.

Need it tracked? Unnecessary expenses occur when items are shipped via FedEx, UPS, or USPS simply for signature confirmation or tracking requirements. Both can be achieved by using CMS Campus Mail tracking service. If mail is being sent from/to offices which CMS services, CMS can track it. In many cases, it will arrive at its destination before an outside vendor would have it there and it never leaves the state system. For \$2.50, CMS can pick up the item, sign for it, initiate a barcode, and deliver it with recipient signature service, typically within 24 hours.

When using the USPS, understanding the service you pay for is essential as each

service comes with additional cost.

- “Delivery confirmation” follows mail to its last scanned location, which may mean the last Post Office that scanned it, rather than its ultimate destination.
- “Certified mail” is scanned and tracked to the delivery location. (CMS will track it to the office with signature confirmation.)
 - “Certified Mail” receipts must be submitted with mail pieces so they can be date stamped and returned to sender as proof of mailing.
 - Receipts should never be taped and can simply accompany mailings rubber banded.
- Green signature return cards need be used only when a physical original of receiver’s signature is required. Requiring a single individual to sign for packages can increase security, but may delay delivery if recipient is unavailable to sign.
- “Parcel post” is a cost effective way to send bulkier items when timely delivery is not a priority.

For destinations outside of the state system, there are still options to consider. If price is a major concern, FedEx offers low contracted state rates.

- If sending packages by your agency’s FedEx account:
 - Tracking can only be followed by your office

- Check your FedEx invoices to ensure you are getting contracted rates
- If you are sending items using the CMS FedEx account:
 - Hand it off to the CMS driver with a pink slip attached
 - Tracking can be done through CMS
 - CMS monitors its invoices to ensure contracted rates



Using FedEx Express may not be necessary for next day delivery. In most cases, FedEx Ground provides next business day service to locations in Washington, most of Oregon, and Northern Idaho. FedEx Express should be used for items needing to arrive by the following morning.

These are just a few of the factors to consider when shipping. The better you understand your shipping options, the easier it is to choose which service best fits your needs. If you have questions about your shipping, call CMS customer service at (360) 664-9507 and we can help find the best option for you.

Safety snake



Consolidated Mail Services recently acquired a ‘snake’ in the interest of safety.

They have installed a gravity assist roller system to aid drivers with the unloading of mail-filled bins brought in for processing. The crucial component is an extendable and flexible roller section or ‘snake’ which allows for transfer of bins from truck to processing without lifting. Previously, drivers had to off-load mail from their trucks to low carts, and move carts from the truck bay to the processing center. Mail processors then had to lift/unload mail from the carts for metering. The heavy carts left workers vulnerable to back strain and equipment involved injury. The new ‘snake’ system will allow seamless transfer without extraneous bending and lifting, reducing injury potential.



Factoid – CMS employees process 4,240,000 pounds of letter mail annually!

Partnerships in tough times

You cannot turn on the news or read the daily paper without a reminder of the tough economic times. As a longtime state employee, I have witnessed the hard work of many people in many agencies working to make the best possible use of the tax revenues entrusted to us.

In tough times like the present, we need to take an even closer look at how we do business to see where new technology and new partnerships can provide opportunities for increased effectiveness.

We are especially proud of the coordination between the Washington State Department of Printing (PRT), General Administration's Consolidated Mail Services (CMS) and many of our state agency customers, to bring work back into Washington State. Several projects currently underway will enable us to perform work within Washington that previously has been sent to vendors in other states.

Working directly in partnership with CMS has enabled us to look at the entire value chain and has opened our eyes to many new possibilities and opportunities. As those projects materialize, this Print to Post newsletter will continue to be our communication tool to bring you those success stories. We hope they will inspire you to look at your printing, mailing, product warehousing and distribution functions more closely and explore new possibilities.

Pam Derkacht
Assistant Director Customer Services

Dates to Remember

July 1 – Beginning of fiscal year for state government



July 4 – Independence Day

July 22 – CMS customer training and tour

September 1 – Labor Day

September 9 – CMS customer training and tour

September 11 – Patriot Day

September 22 – First Day of Autumn

Computer Tips & Tricks

Do you have a terrific computer trick that you have learned from a co-worker, brother-in-law, or your techno savvy Great Aunt Betty? Then share them with us! Send those tips to Kathy@prt.wa.gov and we will feature it in an upcoming issue of Print to Post.

